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Destination Dayton® Celebrates National Travel & Tourism Week

Annual Event Highlights Travel's Essential Role for Local Economy

DAYTON, OHIO – [Destination Dayton®](#) is proud to join communities across the country in celebrating the [U.S. Travel Association's National Travel & Tourism Week \(NTTW\)](#) this week (May 3–9, 2026). This annual tradition, established in 1983, spotlights the travel industry's essential role in driving economic growth, strengthening communities and enhancing quality of life across the United States. This year's national theme, "Postmarked: Essential," reinforces the message that travel is fundamental to America's economy, workforce and way of life.

Nationally, travel remains one of America's most powerful economic engines, supporting 15 million jobs and generating \$2.9 trillion in economic output annually. Travel also fuels businesses across every sector of the economy, from restaurants and retail to manufacturing, technology and agriculture.

Tourism is a powerful economic driver in Dayton and Montgomery County. Based on data for Montgomery County released in June 2024 (the most current available), direct visitor spending of \$1.6 billion generated tourism's total economic impact of \$2.6 billion, including 22,752 total jobs (including full-time and part-time jobs) with associated labor income of \$709.2 million in 2023. The economic impacts attributable to tourism generated significant fiscal (tax) impacts as they cycled through Montgomery County's economy. Overall, tourism generated \$342.1 million in Montgomery County tax revenues in 2023, resulting in \$761 per household in tax burden relief. (*Source: Tourism Economics, an Oxford Economics Company*)

During National Travel & Tourism Week, Destination Dayton—which promotes Dayton and Montgomery County as a premier destination for leisure visitors, as well as for meetings, events and conventions—encourages area residents to be a "tourist in your own backyard" and rediscover their local community.

“Travel and tourism are essential to the continued growth and vitality of Dayton and Montgomery County,” said John Oney, President & CEO of Destination Dayton. “National Travel & Tourism Week is an opportunity to celebrate the businesses, attractions, hospitality professionals and community partners who help create memorable experiences for visitors while strengthening our local economy. From aviation heritage and outdoor recreation to arts, culture and sporting events, our region offers authentic experiences that inspire people to explore Dayton.”

As part of the National Travel & Tourism Week celebration, Destination Dayton has partnered with iHeart Media Dayton to give area residents the opportunity to discover and explore Dayton. Listen to the Mix 107.7 Morning Show’s “Impossible Question” through this Friday, May 8, for chances to win Dayton/Montgomery County prize packages, featuring items such as tickets to the Dayton Dragons, CenterPoint Energy Dayton Air Show, and Rose Music Center, as well as gift certificates and items from area businesses and restaurants.

Visitors to Destination Dayton’s website can [enter to win a Dayton-themed prize package](#). The website contest runs through May 22. Follow Destination Dayton on social media for additional chances to win Dayton-related prizes.

Destination Dayton staff will also exhibit to promote Dayton and Montgomery County at [Ohio Tourism Day](#), Tuesday, May 12, 2026 from 11 a.m. to 2 p.m. on the Ohio Statehouse West Plaza in Columbus. Ohio Tourism Day is a free celebration of Ohio’s tourism industry and provides the opportunity for consumers to plan their Ohio vacations while visiting with tourism destinations and attractions from across the state.

Destination Dayton invites everyone to share their National Travel & Tourism Week experiences on social media using the hashtags **#NTTW26** and **#DestinationDayton**.

“Every visitor who chooses Dayton contributes to our community’s success,” Oney added. “Tourism supports local jobs, generates tax revenue, drives investment and enhances the quality of life for residents. National Travel & Tourism Week reminds us that travel is not just an industry, it’s an essential part of a thriving and connected community.”

“The World Cup is weeks away. America’s 250th birthday is right behind it. Tens of millions of visitors are coming, and the travel industry is what makes that possible,” said Geoff Freeman, President and CEO of the U.S. Travel Association. “National Travel and Tourism Week is our moment to make sure every policymaker, every community leader and every American understands what is at stake and what this industry delivers.”

As Dayton and Montgomery County’s destination marketing organization, Destination Dayton collaboratively leads and advocates for the development of the region’s visitor economy, which contributes to a thriving community, a diverse tax base and lifestyle amenities for everyone to enjoy.

To learn more about things to do in Dayton and Montgomery County, and plan your next “Daycation” (Dayton vacation), visit DestinationDayton.org or call 937-226-8211. For additional travel planning resources, request a free [2026 Destination Dayton Visitors Guide](#), subscribe to the monthly [Destination Dayton eNewsletter](#), and download the free [Destination Dayton App](#).

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Note to Media: *High-resolution publicity images available upon request.*

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